

## ORDER



KLAS

Orders	Order / Rev:	<u>37603</u>	Primary AE:	Mike Jones
	Alt Order #:	<u>08883317</u>	Sales Office:	K-WAS
	Product Desc:	<u>HORSFORD/DCCC</u>	Sales Region:	National
	Estimate:	<u>2102</u>		
	Flight Dates:	<u>10/16/12 - 10/22/12</u>		
	Original Date / Rev:	<u>10/15/12 / 10/15/12</u>		
	Order Type:	<u>GENERAL</u>		

Agency	Name:	<u>GMMB</u>	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		<u>1010 Wisconsin Ave NW</u>	Agency Commission:	<u>15%</u>
		<u>Washington, DC 20007</u>		

Advertiser	Name:	<u>Horsford - DCCC</u>	New Business Thru:	
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:15:00</u>
	Product Codes:	<u>PO1</u>	Advertiser External ID:	
	Priority:	<u>LV3</u>	Agency External ID:	
	Revenue Codes:	<u>AGY, POL, CAND</u>		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	43	\$44,925.00	\$38,186.25	October 2012	43	\$44,925.00	\$38,186.25	0.00
					Totals	43	\$44,925.00	\$38,186.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones	Start Of Order - End Of Order	100%
------------	-------------------------------	------

Order Share	Share	Total
KLAS	30%	\$44,925.00
Market	100%	\$149,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$37,437.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,487.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/22/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	3	\$225.00	LV2	0.00	NM	3	\$675.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate	Rating							
		Week: 10/16/12	10/22/12	-TWTF--		3	\$225.00	0.00							
E 2	8	10/16/12	10/22/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	3	\$275.00	LV2	0.00	NM	3	\$825.00
8 News Now 6a M-F															

**Order / Rev:** 37603  
**Alt Order #:** 08883317  
**Flight Dates:** 10/16/12 - 10/22/12

**Advertiser:** Horsford - DCCC  
**Product Desc:** HORSFORD/DCCC  
**Estimate:** 2102

KLAS

Order / Rev: 37603  
Alt Order #: 08883317  
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Horsford - DCCC  
Product Desc: HORSFORD/DCCC  
Estimate: 2102

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/16/12	10/19/12	7-8p Rotator 7-8p Rotator	CM	7-8p	-TWTF--	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
<b>ET/SINDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 1 \$350.00 0.00															2 \$1,200.00
E 15	8	10/16/12	10/19/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	-TWTF--	:30	2	\$600.00	LV2	0.00	NM		
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 2 \$600.00 0.00															
N 18	8	10/22/12	10/22/12	Mon 10-11p ET / Inside Edition	CM	10-11p (10:30 PM-11:00 PM)	M-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$325.00 0.00															
N 19	8	10/22/12	10/22/12	Mon 10-11p ET / Inside Edition	CM	10-11p (10:00 PM-10:30 PM)	M-----	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$350.00 0.00															
N 20	8	10/22/12	10/22/12	Mon 9-10p Hawaii Five-O	CM	9-10p	M-----	:30	2	\$2,100.00	LV2	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 2 \$2,100.00 0.00															
N 21	8	10/16/12	10/16/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -T----- 1 \$12,000.00 0.00															
N 22	8	10/18/12	10/18/12	Thu 8-9p Big Bang / 2 1/2 Men"	CM	8-9p	---T---	:30	1	\$9,450.00	LV1	0.00	NM	1	\$9,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---T--- 1 \$9,450.00 0.00															
N 23	8	10/18/12	10/18/12	Thu 10-11p Elementary	CM	10-11p	---T---	:30	1	\$2,200.00	LV2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---T--- 1 \$2,200.00 0.00															
N 24	8	10/20/12	10/20/12	Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$275.00 0.00															
N 25	8	10/20/12	10/20/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$335.00 0.00															
N 26	8	10/20/12	10/20/12	Sat 7-8p - ET Wknd	CM	7-8p	-----S-	:30	1	\$220.00	LV2	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$220.00 0.00															
N 27	8	10/20/12	10/20/12	NCAA Football	CM	NCAA College Foo	-----S-	:30	1	\$1,050.00	LV1	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$1,050.00 0.00															
N 28	8	10/16/12	10/22/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWTF-- 2 \$20.00 0.00															

Totals

43 \$44,925.00